GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

STARRED QUESTION NO:117
ANSWERED ON:09.12.2003
AGRO PRODUCTS MARKETING
BIR SING MAHATO

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) the details of the steps being undertaken to promote marketing of agro products;

(b) the number of agro clinics and agro-business centres set up during the second half of the previous fiscal year, State-wise; and

(c) the employment generated through the above schemes during the last three years, year-wise?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF AGRO AND RURAL INDUSTRIES (SHRI SANGHPRIYA GAUTAM)

(a) to (c): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 117 FOR ANSWER ON 09.12.2003.

(a): A number of steps have been taken by the Khadi and Village Industries Commission (KVIC) to promote marketing of KVI products including agro products. The marketing of such products is done through Departmental and Institutional sales outlets. For promoting the marketing of such products, exhibitions are organized within the country and producing institutions are also encouraged to participate in international exhibitions to promote exports. Support is also provided by the KVIC for participation in Trade Fairs, Exhibitions, buyer-sellers meet etc. Further, a confederation for Promotion of Khadi and Village Industries (CPKVI) has been formed to promote marketing of KVI products in a big way.

The Ministry of Food Processing Industries has informed that they are operating six Plan Schemes during the 10th Plan period for the development of the processed food sector. Under the Plan scheme of Backward and Forward Integration and other promotional activities, assistance in the form of grant is available, inter-alia, for market survey, test marketing and brand building.

(b): The Government does not set up any Agro-clinics and Agro-business Centres on its own. However, as informed by the Ministry of Agriculture, they are promoting Agri-clinics and Agri-business centres through a Central Sector Scheme `Establishment of a network of Agri-clinics and Agri-business Centres` which aims at extending opportunities to all eligible agricultural graduates to support agriculture development through economically viable ventures which will be set up by them with the help of bank loan. 416 Agri-clinics and Agri-business Centres have been set up during the period 01.10.2002 to 31.03.2003. The State-wise details are given at Annexure-I.

(c): As the schemes of Agri-clinics and Agri-business Centres were launched on 09.04.2002, the year-wise details of the employment generated are given below :-

Year	Employment generated
2002-03	416
2003-04 (upto 06.12.2003)	354